

Strategic Planning Council

March 20, 2009

Members present included Bill Tallon, Lynn Minton, Pat Jordan, Cody Turner, Richard Miller, Matt Marvel, Michelle Trawick, Wil Clouse, Ray Blakenship, Thad Crews, Krist Schell, Wayne Carter, Bethany Smith, Lana Kunkel, Dan Myers, Jennifer Taylor, Kristina Harvey.

Dr. Tallon distributed the agenda, minutes and mission.

He announced that informally accreditation has been awarded to the accounting department and the college. We will be the 3rd accounting school in Kentucky to become accredited.

Dr. Tallon explained to SPC Business Careers Day that is planned for Wednesday, April 22.

Dr. Tallon asked for approval of the minutes. Dr. Dan Myers made a motion. Dr. Wil Clouse made a second and the motion was approved.

The Dean presented a new proposed mission statement and asked for feedback. Dr. Matt Marvel commented that it is a very long sentence. The SPC agreed to the context of the mission statement but what like to see it broken into two sentences.

Dr. Tallon distributed an Appendix E worksheet for each action team to complete before the next meeting. The document will be used to create an annual report for AACSB.

The Dean announced that the new building has a new set of architects, Ross Tarrant from Lexington. Dr. Tallon does not anticipate losing any time on the project. He plans to gather the “new building” action team soon.

Dr. Michelle Trawick gave an update on the Honors program. The students will be invited to a baseball game on April 22 for their Spring outing. There is a week in March planned for honors students to have lunch with other honors students in their major. Dr. Trawick announced there are over 100 students in the honors program.

Ms. Lynn Minton announced that a photographer has been taking various pictures of students, faculty, alumni and campus to be used in marketing materials.

Ms. Bethany Smith announced the Business Living and Learning Community is now a two year program. GFCB will still promote the living aspect of the community but will not require it for 2009-2010. The LLC already has 4 members registered for next year. Ms. Smith distributed a retention report of Spring to Fall 2008.

Ms. Pat Jordan distributed a list of the Gordon Ford College of Business Ambassadors. The group will serve as “SpiritMasters” for the college.

Ms. Jordan announced that for retention they are promoting an event, “Get the Sophomore Bug,” a luau planned for this fall. Ms. Jordan distributed a budget sheet and PIE proposal for the event.

Mr. Cody Turner gave a report for the student quality team. They are planning to gather a focus group of recent graduates and employers to talk about quality. The group is also looking at grade distribution through the college. Mr. Krist Schell said the group is considering sending a letter to employers that explains our mission and what students have learned. Discussion was held regarding recruitment from major employers. Ms. Lana Kunkel said a staff member from area focuses on informing employers about WKU students and graduates.

Dr. Dan Myers announced he had a J-term course in Malaysia. Dr. Strow and Wilson will be teaching a J-term in Australia. Two students are enrolled.....

Dr. Reber gave a report for the assurance of learning committee. It was agreed that the assurance of learning action team will be decommissioned.

Dr. Tallon suggested new action teams: Student Recruiting and Retention, Emergency Response, Research Quality and Teaching Quality. The Student Recruiting and Retention team will take the place of the Living and Learning Community team.

Dr. Trawick suggested the Honors program team be decommissioned because it's a permanent board within the college.

Dr. Tallon suggested the student quality team become the academic quality team. He suggested the team meet with the assurance of learning committee over lunch.

Dr. Tallon mentioned establishing an emergency response action team. Dr. Reber and Martina will give a report at the fall meeting with information they gather from the university emergency response committee.